

WHAT IS CLAIMED IS:

1. A method for ordering and downloading digital content with unique identity recognition through a network, for a user to order a digital content product from a web store and download the digital content product from a digital right management (DRM), wherein the user is to download the digital content product by using a reader program which is to be installed by the user, the method comprising the steps of:
- (a) installing the reader program, and assigning a unique identity (UID) to the reader program by the DRM server;
 - (b) connecting to the web store by using a web browser and logging onto the web store by using an identity, and starting a transaction by submitting a message indicating an order for a digital content product to the web store;
 - (c) responsive to the message indicating the order for the digital content product, sending an order message for the digital content product from the web store to the DRM server;
 - (d) sending a download message from the DRM server to the web store;
 - (e) informing the user that the digital content product is ready to be downloaded by sending a notification message from the web store to the user;
 - (f) entering a download mode at the reader program and connecting to the DRM server, wherein the reader program is invoked by the browser responsive to the

notification message;

(g) performing UID recognition for the reader program at the DRM server, and proceeding to step (h) if the UID of the reader program is recognized to be valid, and ending the method if the UID of the reader program UID is recognized to be invalid;

5 (h) downloading the digital content product from the DRM server; and

(i) informing the web store of completion of the transaction when the reader program finishes downloading.

2. A method according to claim 1, wherein the prompt message is a dynamic web page.

10 3. A method according to claim 1, wherein, before said step (h), the method further comprises:

encrypting the digital content product at the DRM server by using a key associated with the UID.

15 4. A method for ordering and downloading digital content with unique identity recognition through a network, for a user to order a digital content product from a web store and download the digital content product from a digital right management (DRM), wherein the user is to download the digital content product by using a reader program which is to be installed by the user, the method comprising the steps of:

(a) installing the reader program, and assigning a unique identity (UID) to the

reader program by the DRM server;

(b) connecting to the web store by using a web browser and logging onto the web store by using an identity, and starting a transaction by submitting a message indicating an order for a digital content product to the web store;

5 (c) responsive to the message indicating the order for the digital content product, sending an order message for the digital content product from the web store to the DRM server;

(d) sending a download message from the DRM server to the web store;

10 (e) informing the user that the digital content product is ready to be downloaded by sending a notification message from the web store to the user;

(f) entering a download mode at the reader program and connecting to the DRM server;

15 (g) performing UID recognition for the reader program at the DRM server, and proceeding to step (h) if the UID of the reader program is recognized to be valid, and ending the method if the UID of the reader program UID is recognized to be invalid;

(h) downloading the digital content product from the DRM server; and

(i) informing the web store of completion of the transaction when the reader program finishes downloading.

5. A method according to claim 4, wherein the prompt message is a dynamic web page.

6. A method according to claim 4, wherein, before said step (h), the method further comprises:

5 encrypting the digital content product at the DRM server by using a key associated with the UID.

7. A system for ordering and downloading digital content with unique identity recognition through a network, comprising:

a user terminal;

10 a web store for providing a digital content product for purchase at the user terminal; and

a digital right management (DRM) server capable of connecting to the web store, for providing a unique identity (UID) for the user terminal to apply for, and the digital content product for the user terminal to download;

15 wherein the DRM server performs UID recognition for the user terminal so as to allow the user terminal to download the digital content product from the DRM server.

8. A system according to claim 7, wherein the user terminal comprises a reader program, and the reader program is operative to browse the web store, order the

digital content product in the web store, download the digital content product from the DRM server, and use the digital content product.

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